GOVERNMENT OF INDIA
SOCIAL JUSTICE AND EMPOWERMENT
LOK SABHA

UNSTARRED QUESTION NO:303
ANSWERED ON:01.12.2015
Awareness Campaign against Narcotic Drugs
Mahato Shri Bidyut Baran;Meghwal Shri Arjun Ram

Will the Minister of SOCIAL JUSTICE AND EMPOWERMENT be pleased to state:

(a) whether the Government has any proposal to launch large scale awareness campaign against abuse of narcotic drugs in the country;

(b) if so, the details thereof, State/UTwise;

(c) whether the Government is aware of the work being done by Rashtriya Samaj Raksha Sansthan in this field; and

(d) if so, the details thereof and the steps taken by the Government to streamline its functioning for effective implementation across the country?

Answer

MINISTER OF STATE FOR SOCIAL JUSTICE AND EMPOWERMENT
(SHRI VIJAY SAMPLA)

(a) & (b): The Ministry already conducts following awareness generation programmes aginsts Drug abuse:
i) Sensitization and preventive education programmes in collaboration with National Institute of Social Defence (NISD) in schools and colleges on regular basis.
ii) Awareness and outreach programmes involving organizations like Nehru Yuva Kendra Sangathan (NYKS), National Service Scheme (NSS) etc. Due to high rate of prevalence of addiction in Punjab, the Ministry has assigned, in October 2014, an awareness generation programme in the State through NYKS. The Ministry organized two Regional Workshops during year 2015-16 in collaboration with NSS at Shillong and Indore to sensitize students. The Co-ordinators of NSS from all the North Eastern States, Odisha and West Bengal attended the Workshop at Shillong and NSS Co-ordinators from Madhya Pradesh, Chhatisgarh and Rajashtan attended the Workshop at Indore. The Programme was also attended by a large number of students.
iii) The Ministry also uses print, electronic and social media for creating awareness. Information regarding ill-effects of alcoholism and drug abuse is also disseminated in regional languages through the All India Radio programme "Sanwarti Jayen Jeevan Ki Rahen" and also through advertisement in news papers.
iv) The Ministry celebrates at International Day against Drug Abuse and Illicit Trafficking on 26th June every year by holding functions and organizing exhibitions to sensitize the people about the ill effects of drug abuse. National Awards are also conferred to individuals and institutions in order to recognise the efforts and encourage excellence in the field of prevention of substance abuse.
v) Ministry has set up a National Toll Free drug de-addiction helpline Number 1800-11-0031 w.e.f. 07.01.2015 to help the victims of Drug abuse, their family and society at large.
(c) & (d): Yes, Madam. The National Institute of Social Defence (NISD) is the Nodal Institute for training and research in the field of social defence. The Institute is mainly assigned the task of human resource development in the areas of substance abuse prevention, care of older persons and other social defence issues including beggary prevention. NISD undertakes following activities in the field of drug abuse:
(i) Organizes sensitization programme in Schools and Colleges and skill development programme for its target group in collaboration with Regional Resource and Training Centres (RRTC) and other collaborating partners.
(ii) Conducts regular Consultative Meeting with functionaries of RRTCs for effective implementation of Sensitization and Skill Development Programmes.
(iii) Participates in various fairs like India International Trade Fair, Shilpotsav at Delhi Haat etc. by placing stalls for dissemination of information on drug abuse.
(iv) In order to strengthen the infrastructure and manpower of NISD for streamlining its functioning, all formalities for construction of its own office building have been completed.